

ABSTRACT OF THE DISCLOSURE

A method of marketing a product/service of a retailer to a customer utilizing media having instructions for use in a customer computer. The host computer receives an identification of a retailer computer by the retailer. A customer/host electronic communications link is established between the customer computer and the host computer through the use of the instructions. The host computer receives a retailer designator from the customer computer via the customer/host electronic communications link. The retailer designator is correlated to the retailer computer. A customer/retailer electronic communications link is facilitated between the customer computer and the retailer computer based upon the correlation of the retailer designator to the retailer computer for access by the customer to product/service data.